

Adithyan K

Creative Designer | Motion Graphics & Branding Specialist

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Professional Summary

Creative Designer with **4+ years of experience** in motion graphics, brand identity, and digital media. Co-Founder of **Studio Wild** and Design Consultant for **Story Teller Union**, driving brand narratives through impactful visual storytelling. Experienced in leading design teams, managing end-to-end production, and implementing **AI-powered creative workflows** to optimize efficiency. Skilled in delivering **cutting-edge motion design, branding, and video production** solutions that enhance audience engagement and brand recall.

Core Strengths: Creative Direction • Motion Graphics • Brand Identity • Video Production • AI-Driven Design • Team Leadership

Professional Experience

P142 | Motion Design & Video Production | 2024–Present

- Designed **motion graphics** for product marketing campaigns.
- Implemented a **new animation pipeline**, improving quality by **40%**.
- Created the **brand book**, strengthening brand foundation.

Studio Wild | Co-Founder & Creative Director | 2024

- Founded a design agency specializing in **brand identity** and **video production**.
- Directed **5+ client projects** with **100% on-time delivery**.
- Developed a **signature visual style**, increasing client retention by **65%**.

Story Teller Union | Design Consultant | 2024

- Advised on **visual storytelling strategies** for films & advertisements.
- Collaborated on campaigns, increasing **brand recall by 40%**.

Yara Communications | Freelance Director Assist & Video Editor | 2024

- Led **post-production** for documentaries & TVCs.
- Assisted directors on ad projects (e.g., **G-Tec**), aligning visuals with messaging.

Samsung R&D | UX Research Intern | 2022

- Developed an **AR typography framework** for mobile interfaces.
- Designed **AR-based camera interfaces** & researched **avatar integrations**.
- Presented findings to **senior leadership**.

Other Creative Work (2019–2024):

- Animator for film producer titles.
 - Cover Designer for **Chitrashmi Books**.
 - Freelance Graphic Designer for **SOHSS Areekode** and **Yuvakalasahti Organization**.
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Technical Skills

Design & Editing: Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), DaVinci Resolve, Figma, Blender

AI & Automation: MidJourney, Stable Diffusion, Adobe Firefly, Runway ML, Topaz Video AI, ChatGPT (scripting & workflow automation), Custom GPTs

Education

Bachelor of Design (B.Des), Communication Design

National Institute of Design, 2019–2024

- Revived **Film Club & Photography Club**.
- Led **festival design teams**.